

LISTING OF THE CLAIMS

What is claimed is:

- 1 1. (Original) An advertisement providing system including a service
2 providing site and a user terminal connected via a communication network, wherein
3 the service providing site has a sound advertisement transmitter for
4 transmitting to the user terminal a sound advertisement data convertible into a sound
5 signal, and
6 the user terminal has a sound advertisement receiver for receiving the sound
7 advertisement data transmitted from the service providing site, and a sound
8 advertisement output unit for converting the sound advertisement data received by the
9 sound advertisement receiver, into a sound signal and outputting the sound signal.

- 1 2. (Original) The advertisement providing system as claimed in Claim 1,
2 wherein
3 the user terminal further includes an acknowledgement signal transmitter for
4 transmitting an advertisement output acknowledgement signal to the service providing
5 site after output of the sound signal from the sound advertisement output unit, and
6 the service providing site further includes an acknowledgement signal receiver
7 for receiving the advertisement output acknowledgement signal transmitted from the
8 user terminal, and a service starter for starting to provide the service after the
9 advertisement output acknowledgement signal is received by the acknowledgement
10 signal receiver.

- 1 3. (Original) The advertisement providing system as claimed in Claim 1,
2 wherein the user terminal is a mobile telephone set and the communication network is
3 the Internet.

- 1 4. (Original) The advertisement providing system as claimed in Claim 2,
2 wherein the user terminal is a mobile telephone set and the communication network is

3 the Internet.

1 5. (Original) An advertisement providing method including a service
2 providing site and a user terminal connected via a communication network, the
3 method comprising:
4 a step of transmitting a sound advertisement data convertible into a sound
5 signal, from the service providing site to the user terminal,
6 a step of receiving the sound advertisement data transmitted from the service
7 providing site to the user terminal, and
8 a step of converting the sound advertisement data into a sound signal and
9 outputting the signal.

1 6. (Original) The advertisement providing method as claimed in Claim 4,
2 wherein
3 the user terminal converts the sound advertisement data into a sound signal
4 and then transmits an advertisement acknowledgement signal to the service providing
5 site, and
6 the service providing site receives the advertisement output acknowledgement
7 signal transmitted from the user terminal and then starts to provide a service.

1 7. (Original) The advertisement providing method as claimed in Claim 5,
2 wherein the user terminal is a mobile telephone set and the communication network is
3 the Internet.

1 8. (Original) The advertisement providing method as claimed in Claim 6,
2 wherein the user terminal is a mobile telephone set and the communication network is
3 the Internet.

f